



D R A F T



GCSE

APPLIED BUSINESS Single and Double Award

These engaging applied qualifications provides students with an insight into how businesses work.

Our specification is exciting and fun to deliver and establishes a good basis for progressing to higher qualifications.

What's happening to GCSEs?

OCR is offering new GCSEs for first teaching in September 2009*.

We've taken this opportunity to improve the quality of our GCSEs for teachers and learners alike.

We've made improvements in three key areas: updated and relevant content, a focus on developing students' personal, learning and thinking skills, and flexible assessment, so teachers can choose the best learning approach for the job.

We want to make the introduction of these new GCSEs as easy for you to manage as possible.

The main changes are:

- Controlled assessment will be introduced for most subjects
- The opportunity will be taken to bring course content up to date
- Examinations should provide opportunity for extended writing and more varied question types
- All GCSEs will meet the requirements of the Disability Discrimination Act.

Our approach is to provide consistency across all our GCSEs by offering the flexibility that unitised qualifications bring, allowing teaching and assessment in either a linear or unitised fashion.

*Not all GCSEs are changing. There are a few exceptions: the new Science GCSE was introduced in 2006. New English, English Literature, ICT and Maths GCSEs will be offered for first teaching in 2010.



Improving GCSE Applied Business with OCR

We've involved teachers throughout the development process, so the new specifications, support materials and schemes of work should be exactly what you need to teach OCR GCSE Applied Business. To ensure accuracy in our content, we've also consulted subject associations, professional membership groups, subject societies and other subject experts.



Our GCSE Applied Business offers:

- More applied areas, including real links with the industry
- Reduced assessment burden with the introduction of controlled assessment
- Real distinction between the academic GCSE and the applied GCSE in terms of delivery and assessment.

Making change easy

We'd like to make these changes as easy for you to manage as possible. To minimise disruption, we will:

- Guide you through the process of moving to OCR
- Bring you the latest information through our Focus on 14–19 magazine and our new website www.GCSEchanges.com
- Show you approved specifications one year ahead of first teaching, so you have plenty of preparation time
- Offer you a range of OCR support materials, including schemes of work and sample assessment materials, as we did with GCEs
- Make OCR's publisher partner resources – tailored to the new specifications – available from January 2009
- Endorse a variety of published resources, giving you a wider choice of quality support materials.

We're also running extra INSET and training courses across the UK, so now it's even easier to discover how OCR has developed its specifications.

Controlled assessment

While reviewing GCSEs, QCA looked into the coursework element of the current qualifications and decided to introduce controlled assessment as an alternative to coursework. This will address some of the issues raised in recent coursework reviews, such as plagiarism.

Controlled assessment has to be done in a supervised environment. However, if the task has a research element, the student may complete this without supervision.



The benefits of controlled assessment include:

- More straightforward marking – for most subjects, we provide worksheets for students to complete
- Improved reliability and validity
- Varying levels of control, to help you manage the assessments and your time more easily
- Greater confidence in authenticating students' work as their own
- Greater ease in fitting assessments into your normal teaching programmes.

For GCSE Applied Business, controlled assessment means:

- Task setting – A number of scenarios/contexts will be available from OCR for the controlled assessment units.
- Task taking – OCR will assume a medium level of control. The task-taking parameters will be defined for several key controls and the remainder set by centres.
- Task marking – All controlled assessment units will be marked by the centre assessor, using OCR marking grids and guidance, and will be moderated by the OCR-appointed moderator.

We will review our controlled assessment tasks every two years.

Flexible assessment

The assessment for the new OCR GCSEs is organised into units which can either all be taken at the end of the course in a linear fashion, or be used to complement a more unitised approach to teaching and learning. This gives you the flexibility to choose the assessment approach best suited to your centre and your students. A unitised structure gives you the flexibility to co-teach short and full courses.

We already offer assessments that are organised into units at A Level and for some existing GCSEs. For many subjects, assessments will be available twice a year. Flexible assessment means:

- You will have a choice of learning approaches – linear or unitised
- The assessment can be timed to match the point of learning within the course, making it easier for candidates to show what they know, understand and can do
- Students can re-sit a unit rather than repeat the entire assessment
- Some students are motivated by ongoing feedback and this helps them identify their learning needs
- A unitised approach makes it easier for students to stay on track with their studies and manage their time effectively
- The pressure of an 'all or nothing' assessment is removed
- Examination stress is reduced by permitting assessment over a longer period so that not all assessments are concentrated in a narrow window at the end of two years

- With a similar format to A Levels and Diplomas, GCSEs will help prepare students for the next phase of their education.

To ensure that the assessment supports the coherence of the GCSEs and there is no over-assessment, QCA has put two rules in place: 40% of the assessment must happen at the end of the course and only one re-sit of each assessment unit is allowed.

You may know 'unitised' as modular.

Single Award

Unit title and description	Assessment including duration	Weighting
Unit A241: Business in Action <ul style="list-style-type: none"> Understand how and why businesses operate Factors that can influence the way businesses operate and the impact they have. 	Written examination 1 hour 30 minutes	40%
Unit A242: Making Your Mark in Business <ul style="list-style-type: none"> Five scenarios of struggling business Choose one and put a proposal together on how to make a business successful, and produce marketing material. 	Controlled assessment 12–15 hours of controlled assessment with 8–12 hours of preparation time	60%

Double Award

Unit title and description	Assessment including duration	Weighting
Unit A241: Business in Action <ul style="list-style-type: none"> Understand how and why businesses operate Factors that can influence the way businesses operate and the impact they have. 	Written examination 1 hour 30 minutes	20%
Unit A242: Making your Mark in Business <ul style="list-style-type: none"> Five scenarios of struggling business Choose one and put a proposal together on how to make a business successful, and produce marketing material. 	Controlled assessment 12–15 hours of controlled assessment with 8–12 hours of preparation time	30%
Unit A243: Working in Business <ul style="list-style-type: none"> Understanding of functional areas within businesses and associated activities Practical scenarios. 	Written examination 1 hour 30 minutes	20%
Unit A244: Making your Mark in Business <ul style="list-style-type: none"> Understanding of how the HR functional area works within businesses Insight into the recruitment and selection process from applying for job, interview process, induction/training programme and promotion. 	Controlled assessment 12–15 hours of controlled assessment with 8–12 hours of preparation time	30%



What changes, and what stays the same?

	What changes?	What stays the same?
Structure	<ul style="list-style-type: none">• Two-unit single award and four-unit double award, whereas current specification only offers three-unit double award• Two controlled assessment units• Terminal assessment rule – 40% must be done at the end of the course.	
Content	<ul style="list-style-type: none">• No finance unit, however finance will be assessed in Unit A243• Old Unit 2 (People and Business) has now gone into Units A241 and A243.	
Assessment	<ul style="list-style-type: none">• Units A241 and A243 examined units• Units A242 and A244 controlled assessment via postal moderation or OCR Repository.	<ul style="list-style-type: none">• The way we test examinations and the language we use is still the same.

Assessment objectives

The assessment objectives are designed to reflect the non-statutory guidelines for Applied Business.

Candidates are expected to demonstrate the following in the context of the content described:

AO1

- Recall, select and communicate their knowledge and understanding of concepts, issues and terminology.

AO2

- Apply skills, knowledge and understanding in a variety of contexts and in planning and carrying out investigations and tasks.

AO3

- Analyse and evaluate, make reasoned judgements and present appropriate conclusions.

Support for GCSE Applied Business

OCR offers a range of support materials, developed following extensive research and consultation with teachers. We've designed them to save you time when preparing for the new specifications and to support you while teaching them.

Our support materials and events include face-to-face training courses, schemes of work that you can customise, endorsed publisher partner resources, access to teacher and examiner networks (both online and offline), plus an extensive past-papers service.

OCR's online resources include:

- E-communities – online networks of subject specialists for sharing knowledge, views and ideas
- Interchange – a completely free and secure website that helps you carry out the administrative tasks associated with examinations quickly and easily
- Past examination papers
- Marking schemes
- Subject e-alerts – for teachers who register for updates.

We offer a wide range of training courses in the UK, so you have easy access to information about our new specifications – direct from the experts. See over for more details.



Our Get Ready events offer a taste of the new specification. Dates are given below, and you can book your place now at www.GCSEchanges.com.

Later, we'll be running our Get Started events, which take you through the specification in more detail and help you work towards first teaching. They will take place during the spring and summer terms 2009.

Get Ready – introducing the new specification (first teaching from September 2009)*

This course is for all teachers – new and experienced – who are interested in finding out more about the new specification. It's open to you, even if you don't teach the current OCR specification.

It's a **FREE** half-day session, including refreshments, a light finger buffet and course materials, offering an overview of the new OCR specification in GCSE Applied Business. Key features include:

- A look at the new structure, content and assessment methods
- A comparison between old and new specification content
- An introduction to the support and resources available from OCR
- A summary of the benefits of choosing the new OCR specification.

Date	Location	Course code
Tues 15 Jul 08 AM	London	OBUA301
Tues 15 Jul 08 PM	London	OBUA302
Wed 24 Sept 08 AM	Birmingham	OBUA303
Wed 24 Sept 08 PM	Birmingham	OBUA304
Mon 29 Sept 08 AM	London	OBUA305
Mon 29 Sept 08 PM	London	OBUA306
Tues 3 Mar 09 AM	London	OBUA307
Tues 3 Mar 09 PM	London	OBUA308

Please note:

- Free OCR Training courses will not incur any penalty fees however, so that we can offer your place to another delegate please notify us in good time of your course cancellation.
- Dates are subject to change so please ensure you read your booking confirmation and web updates as OCR Training cannot be held responsible for delegates who attend on an incorrect date.
- Courses throughout summer 2008 and autumn 2008 terms may be based on the draft specification.
- *The times of these courses may vary from the standard advertised time.
- Delegates may attend an AM only session, PM only session or both AM and PM sessions, where two different specifications are being covered on the same day.
- On your booking form, you must put course codes for all sessions you wish to attend, failure to do so may result in you being booked onto incorrect sessions.

We're working with publisher partner Hodder Education to provide further resources to support teachers of the new specification.

Hodder Education will be publishing a full text book and digital support for Applied Business.



To find the latest information on published resources, please visit www.ocr.org.uk/business/newgcse and choose published resources from the right-hand menu.



www.ocr.org.uk

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